

# IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES ▼

## HUMAN RESOURCES ENTERPRISE

### LOTTERY VICE PRESIDENT, MARKETING

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#### DEFINITION

Supervises Lottery's marketing division; oversees market planning, strategy, policy development, budget and implements marketing communication activities; performs other duties as assigned.

**The Work Examples and Competencies listed are for illustrative purposes only and not intended to be the primary basis for position classification decisions.**

#### WORK EXAMPLES

Supervises, interviews, hires and trains employees; plans, assigns and directs work; appraises performance; rewards and disciplines employees, addresses complaints and resolves problems and represents management at labor union grievance hearings.

Performs strategic marketing planning, policy development and implementation; defines marketing division goals and coordinates with sales division; acts in a liaison role with senior management to formulate sales, revenue and expenditure forecasts.

Directs internal development and production of lottery products, advertising, media placement, promotional programs and materials, research, publications and printing of instant and pull-tab tickets; manages, monitors and approves marketing/advertising budgets.

Implements marketing communication activities (i.e., product development, advertising, media buying, publication editing and production, media relations, website development, promotions and research) and coordinates with leaders of the sales team.

Oversees creative development of advertising, print, and point-of-sale campaigns in coordination with outside advertising agencies; reviews/approves scripts, production of radio/television broadcast programming and rules for games/promotions.

Oversees development/implementation of products, advertising, promotions, research and communications, game designs and prize structures; presents findings and future marketing plans to President; identifies new business opportunities and develops/implements plans for product, advertising, promotions and communication.

Evaluates the effectiveness of marketing programs; studies/investigates the operations of other state lotteries and advises President of findings that may impact revenue; maintains contact with other state lotteries/supporting vendors and represents the lottery as a speaker at regional and national conferences.

Participates in overall agency policy-making decisions. Participates in major agency procurements including advertising agency services, instant and pull-tab printing and vending products.

Serves as a liaison with representatives of Sales Division to retailer customers. Serves as a contact for inquiries, complaints and requests from the public; serves as a backup spokesperson for press inquiries.

#### COMPETENCIES REQUIRED

Knowledge in the principles and practices of supervision.

Knowledge of marketing theories and practices.

Knowledge of basic lottery security and operations.

Knowledge of basic print design principles.

Knowledge of basic principles of broadcast production initiatives through radio and television.

Knowledge in the management of advertising agency services and other marketing support-related vendors.

Skill in verbal and written communication.

Skill in planning, budgeting and procurement.

Skill in special events management and promotions.

Skill in the use of various computer applications, including word processing and spreadsheet software.

Ability to write speeches and articles using original or innovative techniques or style on controversial or complex topics to top management, public groups, and/or boards of directors.

Ability to read, analyze, and interpret complex documents.

Ability to respond effectively to sensitive inquiries or complaints.

Ability to apply general mathematical and accounting concepts to practical situations such as prize structures and budgeting.

Ability to operate a computer. Demonstrates proficiency with word processing and spreadsheet computer applications.

Ability to define problems, collect data, establish facts and draw valid conclusions.

Displays high standards of ethical conduct. Exhibits honesty and integrity. Refrains from theft-related, dishonest or unethical behavior.

Works and communicates with internal and external clients and customers to meet their needs in a polite, courteous, and cooperative manner. Committed to quality service.

Displays a high level of initiative, effort and commitment towards completing assignments efficiently. Works with minimal supervision. Demonstrates responsible behavior and attention to detail.

Responds appropriately to supervision. Follows policy and cooperates with supervisors.

Aligns behavior with the needs, priorities and goals of the organization.

Encourages and facilitates cooperation, pride, trust, and group identity. Fosters commitment and team spirit.

Expresses information to individuals or groups effectively, taking into account the audience and nature of the information. Listens to others and responds appropriately.

#### **EDUCATION, EXPERIENCE, AND SPECIAL REQUIREMENTS**

Graduation from an accredited college or university with an advanced degree in law or business administration;

OR

graduation from an accredited four-year college or university, with seven years of full-time senior management experience in the lottery gaming industry, or in a recognized lottery administrative support area (e.g., law, finance, data processing, or marketing).

#### **NOTE:**

Positions in this class are exempt from the screening and referral requirements of the Iowa Department of Administrative Services – Human Resources Enterprise. Apply directly to the Iowa Lottery Authority.

Effective Date: 10/05 DF